

## FEB 0 3 REED

D. M

T&D\_

121140

S. R. M

S.A.M. ADD P

CC: LANNY

January 30, 1992

To:

J. Casey

F. Natale

R. Ridge

R. Steel

D. James

R. VanSickle

F. DeJong

Re:

**SUPER FRESH** 

Attached are 1992 plan-o-grams for the Philip Morris carton equipment currently on location.

Regards.

Sincerely,

R.H. Fricke

RHF/mb

cc:

J.A. Miller

M-2

## SPECIPICATIONS

PLAN - O - GRAM #1

ROWS: 296 CITY: 1,482 POR: SUPER PRESH

DATE:

AUTHORIZED BY:

TOTAL		296	1482	100%	\$839.50	\$10,074.00
GENERIC					ļ	
LIGGETT & MYERS	2.69	16	80	5.4	58.00	<b>696</b> .00
AMERICAN	6.65	26	130	8.8	82.00	984.00
BROWN & WILLIAMSON	8.61	26	130	8.8	84.50	1,014.00
LORILLARD	16.54	39	195	13.1	146.00	1,752.00
R. J. REYNOLDS	20.93	49	245	16.6	0	0
PHILIP MORRIS	44.55	140	702	47.3	\$469.00	\$ 5,628.00
COMPANY	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR

	4 FEET	•	4 FEET	4 FEET
	PHILIP MORRI	s	PHILIP MORRIS	PHILIP MORRIS
V	13 ROWS	1 1	13 ROWS	13 ROWS
A	8 HIGH		8 HIGH	8 HIGH
L U	PHILIP MORRI	s	PHILIP MORRIS	PHILIP MORRIS
E	13 ROWS (CAM	B, BUCKS)	13 ROWS	13 ROWS
	5 HIGH		5 HIGH	5 HIGH
	PHILIP MORRI	s	LORILLARD	LORILLARD
	13 ROWS (ALP	INE,	13 ROWS	13 ROWS
	5 HIGH BRI		5 HIGH	5 HIGH
	AMERICAN (MA	LIBU,	AMERICAN	LORILLARD
	13 ROWS MC	, , , , , , , , , , , , , , , , , , ,	13 ROWS	13 ROWS
	5 HIGH AM		5 HIGH	5 HIGH
	B & W (VICER	OY.	B & W	PHILIP MORRIS
	13 ROWS BEL-	. 1	13 ROWS	13 ROWS
	5 HIGH RICH	· 1 1	5 ROWS	5 ROWS
	L&M		PHILIP MORRIS	R. J. REYNOLDS
С	13 ROWS	· • • • • • • • • • • • • • • • • • • •	13 ROWS	13 ROWS $\overset{\infty}{_{\sim}}$
E	5 HIGH		5 HIGH	5 HIGH $\phi$
n T	RJR	Lam	R. J. REYNOLDS	R. J. REYNOLDS
E	10 ROWS	3 ROWS	13 ROWS	13 ROWS
R	5 HIGH	5 HIGH	5 HIGH	5 HIGH
	T	1		1 1

## P

SPECIFICATIONS

281

CAPACITY: 1,406

DATE:

AUTHORIZED BY:

PIAN - O - GRAM #2
POR: SUPER PRESH

COMPANY	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	44.55	126	631	44.8	\$393.00	\$ 4,716.00
R. J. REYNOLDS	20.93	44	220	15.9	0	0
LORILLAND	16.54	37	185	13.1	138.00	1,656.00
BROWN & WILLIAMSON	8.61	29	145	10.3	94.25	1,131.00
AMERICAN	6.65	30	150	10.6	102.00	1,224.00
LIGGETT & MYERS	2.69	15	75	5.3	58.00	696.00
GENERIC		ي 100 مان در الله من الله	, S			1989 har 1984 an adjuda da da e e
TOTAL		281	1406	100%	\$785.25	\$ 9,423.00

3 FEET

5 FEET

3 FEET

PHILIP MORRIS	PHILIP MORRIS	PHILIP MORRIS
10 ROWS (CAMB)	17 ROWS	10 ROWS
в иісн	8 HIGH	8 HIGH
PHILIP MORRIS	PHILIP MORRIS	PHILIP MORRIS
10 ROWS (ALPINE,	17 ROWS	10 ROWS
5 HIGH BUCKS)	5 HIGH	5 HIGH
PHILIP MORRIS	LORILLARD	LORILLARD
10 ROWS (BRISTOL)	17 ROWS	10 ROWS
5 HIGH	5 HIGH	5 HIGH
AMERICAN (MALIBU,	AMERICAN	LORILLARD
10 ROWS AMER LIGHTS)	17 ROWS	10 ROWS
5 HIGH	5 HIGH	5 HIGH
B & W (VICEROY	B&W	PHILIP MORRIS
10 ROWS BEL-AIR, RICH)	17 ROWS	10 ROWS
5 HIGH	5 HIGH	5 HIGH
B & W AMER L & M	RJR	PHILIP MORRIS
2 ROWS 3 ROWS 5 ROWS	17 ROWS	10 ROWS
5 HIGH 5 HIGH 5 HIGH	5 HIGH	5 HIGH
RJR	RJR	LaM
10 ROWS	17 ROWS	10 ROWS
5 HIGH	5 HIGH	5 HIGH

SPECIFICATIONS 3x4x3, 7 SHELP

RJR

5 ROWS

5 HIGH

L & M

5 ROWS

5 HIGH

PLAN - 0 - GRAM #3

FOR: SUPER. PRESH

246

CAPACITY: 1,254

DATE:

AUTHORIZED BY:

COMPANY	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	44.35	118	594	47.2	\$341.00	\$ 4,092.00
R. J. REYNOLDS	20.93	38	190	15.2	0	0
LORILLARD	16.54	33 ,	165	13.2	121.00	1,452.00
BROWN & WILLIAMSON	8.61	23	115	9.2	74.75	897.00
AMERICAN	6.65	23	115	9.2	67.00	804.00
LIGGETT & MYERS	2.69	15	75	6.0	58.00	696.00
GENERIC						<del></del>
TOTAL		250	1254	100%	\$661.75	\$ 7,941.00

3 FEET	4 FEET	3 FEET
PHILIP MORRIS	PHILIP MORRIS	PHILIP MORRIS
10 ROWS	13 ROWS	10 ROWS
8 HIGH	в нісн	8 HIGH
PHILIP MORRIS	PHILIP MORRIS	PHILIP MORRIS
10 ROWS	13 ROWS	10 ROWS
5 HIGH	5 HIGH	5 HIGH
PHILIP MORRIS	LORILLARD	LORILLARD
10 ROWS	13 ROWS	10 ROWS
5 HIGH	5 HIGH	5 HIGH
AMERICAN	AMERICAN	LORILLARD
10 ROWS	13 ROWS	10 ROWS
5 HIGH	5 HIGH	5 HIGH
PHILIP MORRIS	BAW	B & W
10 ROWS	13 ROWS	10 ROWS
5 HIGH	5 HIGH	5 HIGH
RJR	PHILIP MORRIS	L & M
10 ROWS	13 ROWS	10 ROWS
5 HIGH	5 HIGH	5 HIGH
<del>~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~</del>	<del>-</del>	

RJR

13 ROWS

5 HIGH

51849 9472

RJR

10 ROWS

5 HIGH

SPECIFICATIONS 3x3x3, 7 SHELF

PIAN - 0 - GRAM #4

FOR: SUPER PRESH

ROWS: 228

CAPACITY: 1,140

DATE:

AUTHORIZED BY:

SHARE OF RACK SHARE MARKET ROWS **CARTONS** \$ MONTH \$ YEAR COMPANY PHILIP MORRIS 44.55 108 540 47.3 \$301.00 \$ 3,612.00 R. J. REYNOLDS 20.93 35 175 15.7 0 0 LORILLARD 16.54 30 150 13.1 101.00 1,212.00 BROWN & WILLIAMSON 8.61 20 100 8.7 65.00 780.00 8.7 20 54.00 **AMERICAN** 6.65 100 648.00 LIGGETT & MYERS 2.69 15 75 6.5 58.00 696.00 **GENERIC** 228 1140 100% TOTAL \$579.00 \$ 6,948.00

3	Fl	ΕE	T

3	FEET

## 3 FEET

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PHILIP MO	RRIS	PHILIP MORRIS	PHILIP MORRIS
LO ROWS	1	10 ROWS	10 ROWS
B HIGH		B HIGH	8 HIGH
PHILIP MO	RRIS	PHILIP MORRIS	PHILIP MORRIS
O ROWS		10 ROWS	10 ROWS
5.HIGH		5 HIGH	5 HIGH
PHILIP MO	RRIS	LORILLARD	LORILLARD
10 ROWS		10 ROWS	10 ROWS
5 HIGH		5 HIGH	5 HIGH
AMERICAN		AMERICAN	LORILLARD
LO ROWS		10 ROWS	10 ROWS
5 HIGH		5 HIGH	5 HIGH
PHILIP MO	RRIS	B & W	B&W
LO ROWS	•	10 ROWS	10 ROWS
5 HIGH		5 HIGH	5 HIGH
RJR	L & M	PHILIP MORRIS	LaM
ROWS	5 ROWS	10 ROWS	10 ROWS
5 HIGH	5 HIGH	5 HIGH	5 HIGH
RJR		RJR	RJR
10 ROWS		10 ROWS	10 ROWS
5 HIGH	]	5 HIGH	5 HIGH

SPECIFICATIONS 3x5x3, 6 SHELP

PLAN - 0 - GRAN #5

FOR: SUPER FRESH

ROWS:

1,221

CAFACIII,

DATE:

AUTHORIZED BY:

СОМРАНУ	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ HONTH	\$ YEAR
PHILIP MORRIS	44.55	106	531	43.4	\$293.00	\$ 3,516.00
R. J. REYNOLDS	20.93	32	160	13.4	0	0
LORILLARD	16.54	37	185	15.1	138.00	1,656.00
BROWN & WILLIAMSON	8.61	27	135	11.0	87.75	1,053.00
AMERICAN	6.65	27	135	11.0	87.00	1,044.00
LIGGETT & MYERS	2.69	15	75	6.1	58.00	696.00
GENERIC		***				
TOTAL		244	1221	100%	\$663.75	\$ 7,965.00

	EET	5 FEET	3 FEET
HILIP MOR	RIS	PHILIP MORRIS	PHILIP MORRIS
0 ROWS		17 ROWS	10 ROWS
HIGH		8 HIGH	в нісн
HILIP MOR	RIS	PHILIP MORRIS	PHILIP MORRIS
0 ROWS		17 ROWS	10 ROWS
HIGH		5 HIGH	5 HIGH
HILIP MOR	RRIS	LORILLARD	LORILLARD
O ROWS		17 ROWS	10 ROWS
HIGH		5 HIGH	5 HIGH
MERICAN		AMERICAN	LORILLARD
O ROWS		17 ROWS	10 ROWS
HIGH		5 HIGH	5 HIGH
RJR		B & W	B.& W
O ROWS	j	17 ROWS	10 ROWS
HIGH		5 HIGH	5 HIGH
JR	LeM	RJR	L & M
ROWS	5 ROWS	17 ROWS	10 ROWS
, ,,,,,,	5 HIGH	5 HIGH	5 иідн

SPECIPICATIONS 3x4x3, 6 SHELP

PLAN - O - GRAH #6

CAPACITY: 1,089

FOR: SUPER PRESH - OXPORD

DAME

AUTHORIZED BY:

COMPANY	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	44.55	95	479	43.9	\$249.00	\$ 2,988.00
R. J. REYNOLDS	20.93	28	140	13.1	0	0
LORILLARD	16.54	33 ,	165	15.1	121.00	1,452.00
BROWN & WILLIAMSON	8.61	23	115	10.5	74.75	897.00
AMERICAN	6.65	23	- 115	10.5	67.00	804.00
LIGGETT & MYERS	2.69	15	75	6.9	58.00	696.00
GENERIC		-1 124 all -24 es un es es els 170 al				
TOTAL		217	1089	100%	\$569.75	\$ 6,837.00

3 FEET	4 FEET	3 FEET
ILIP MORRIS	PHILIP MORRIS	PHILIP MORRIS
ROWS	13 ROWS	10 ROWS
ніси	8 HIGH	8 HIGH
ILIP MORRIS	PHILIP MORRIS	PHILIP MORRIS
ROWS	13 ROWS	10 ROWS
HIGH	5 HIGH	5 HIGH
ILIP MORRIS	LORILLARD	LORILLARD
ROWS	13 ROWS	10 ROWS
HIGH	5 HIGH	5 HIGH
4ERICAN	AMERICAN	LORILLARD
ROWS	13 ROWS	10 ROWS
HIGH	5 HIGH	5 HIGH
IR	B & W	BAW
ROWS	13 ROWS	10 ROWS
HIGH	5 HIGH	5 HIGH
JR L & M	RJR	Lam
ROWS 5 ROWS	13 ROWS	10 ROWS
HIGH 5 HIGH	5 HIGH	5 HIGH
,	·	
		1 1

304

CAPACITY: 1,520

DATE:

AUTHORIZED BY:

SUPER PRESH FOR:

COMPANY	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	44.55	144	720	47.3	\$485.00	\$ 5,820.00
R. J. REYNOLDS	20.93	45	225	15.1	0	0
LORILLARD	16.54	40,	200	13.1	150.00	1,800.00
BROWN & WILLIAMSON	8.61	30	150	9.8	97.50	1,170.00
AMERICAN	6.65	30	150	9.8	102.00	1,224.00
LIGGETT & MYERS	2.69	15	75	4.9	58.00	696.00
GENERIC		d the the day and among the 180 of	14 <b></b>			
TOTAL		304	1520	100%	\$892.50	\$10,710.00

3 FEE	T	6 FEET	3 FEET	
PHILIP MOR	RIS	PHILIP MORRIS	PHILIP MORRIS	
10 ROWS (C	(AMB)	20 ROWS	10 ROWS	
B HIGH		B HIGH	8 HIGH	
PHILIP MOR	RIS	PHILIP MORRIS	PHILIP MORRIS	
10 ROWS (A	LPINE,	20 ROWS	10 ROWS	
5 HIGH P	ucks)	5 HIGH	5 HIGH	
PHILIP MOR	RIS	LORILLARD	LORILLARD	
10 ROWS (E	RISTOL)	20 ROWS	10 ROWS	
5 HIGH		5 HIGH	5 HIGH	
AMERICAN		AMERICAN	LORILLARD	
10 ROWS		20 ROWS	10 ROWS	
5 HIGH (AN	IER)	5 HIGH	5 HIGH	
BAW	<del></del>   }	BAW	PHILIP MORRIS	
10 ROWS		20 ROWS	10 ROWS	
5 HIGH	[ ]	5 HIGH	5 HIGH	
LAM		PHILIP MORRIS	RJR	
10 ROWS	11	20 ROWS	10 ROWS	
5 HIGH	11	5 HIGH	5 HIGH	
RJR T		RJR	RJR	
10 ROWS	5 ROWS	20 ROWS	10 ROWS	
5-HIGH-	5 HIGH	5_HIGH	5 HIGH	

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Source: https://www.industrydocuments.ucsf.edu/docs/nsdy0000

CHAIN: SUPER PRESH

DATE:

STORES (S):

SUPPLEMENTAL HARDWARE: YES X NO \_\_\_\_

СОНРАНУ	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	40.26	111/134	670	45.20	\$405.00	\$4,860.00
R. J. REYNOLDS	24.15	45	225	15.20		
LORILLARD	15.68	48	240	16.30		
BROWN & WILLIAMSON	8.75	30 ,	150	10.10		
AMERICAN	7.86	24	120	8.10		
LIGGETT & MYERS	3.27	15	75	5.10	58.00	696.00
ROYALE						يور درد ميد مدرسورات فالديث مالد الموالة المالة ا
TOTAL	1004	273/296	1480	100%		

•			Tobacco
6'		4'	2' 4' Related
PHILIP MORRIS		PHILIP MORRIS	P.M.
20 ROWS	J	13 ROWS	6 ROWS
B HIGH		8 HIGH (MARLBORO)	B HIGH
PHILIP MORE	IS	PHILIP MORRIS	P.M.
20 ROWS	•	13 ROWS	6 ROWS
5 HIGH		5 HIGH	5 HIGH
LORILLARD		LORILLARD	LORILLARD
20 ROWS	ļ	13 ROWS	6 ROWS
5 HIGH		5 HIGH	
LORILLARD	B&W	BaW	B & W
9 ROWS	11 ROWS	13 ROWS	6 ROWS
		<u> </u>	
LAM	AMERICAN	AMERICAN	RJR
9 ROWS	11 ROWS	13 ROWS	6 ROWS
PHILIP MORE	7.0	R.J. REYNOLDS	RJR
	112		6 ROWS
20 ROWS		13 ROWS	6 ROWS
R.J. REYNO	.DS	R.J. REYNOLDS	
20 ROWS		13 ROWS	6 ROWS
		, 10114	1 1 0 110110 1

CHAIN: SUPER PRESH

DATE:

STORES # (S): 372

SUPPLEMENTAL HARDWARE:

YES X NO

СОМРАНУ	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	40.26	70/87	435	39.50	\$217.00	\$2,604.00
R. J. REYNOLDS	24.15	40	200	17.70		
LORILLARD	15.68	35	175	15.90		
BROWN & WILLIAMSON	8.75	23	115	10.50		
AMERICAN	7.86	23	115	10.50		- *····• ••
LIGGETT & MYERS	3.27	12	60	5.90	58.00	 696.00
ROYALE						
TOTAL	100%	203/270	1100	100%		# P P B B B B B B B B B B B B B B B B B

2'	5'	2 '
PHILIP MORRIS	PHILIP MORRIS	PHILIP MORRIS
6 ROWS	17 ROWS	6 ROWS
8 HIGH	8 HIGH	8 HIGH
PHILIP MORRIS	PHILIP MORRIS	PHILIP MORRIS
6 ROWS	17 ROWS	6 ROWS
5 HIGH	5 HIGH	5 HIGH
PHILIP MORRIS	AMERICAN	AMERICAN
6 ROWS	17 ROWS	6 ROWS
5 HIGH	5 HIGH	
LORILLARD	LORILLARD	LORILLARD
6 ROWS	17 ROWS	6 ROWS
IORILLARD	B & W	B & W
6 ROWS	17 ROWS	6 ROWS
PHILIP MORRIS	R.J. REYNOLDS	L & M
6 ROWS	17 ROWS	6 ROWS
D T PRYNOIDS		
R. J. REYNOLDS	R. J. REYNOLDS	I. & M
6 ROWS	17 ROWS	6 ROWS